

LEO BURNETT U.S.A.

AD No. 626 - Yellow Sticker - Reg. No. 21997 - Page - 4c [Size] - 8½" x 11½" inches - Woman's Day, 1976 (A)
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The low-tar cigarette with the recessed tip.



*The thoughtful choice
in low-tar smoking.*



Most low-tar
cigarettes are flush-tipped. So tar buildup
is flat against your lips.



But Parliament has
the recessed tip. That
means tar buildup
never touches your
lips. All you get is that neat, clean taste.
So if you're trying to find a low-tar
cigarette that tastes good,
why not choose the one with the
difference, Parliament with
the recessed tip.

Parliament

Kings, Box and 100's

Box: 14 mg "tar", 0.8 mg nicotine - Kings: 15 mg "tar",
1.5 mg nicotine - 100's: 17 mg "tar", 1.3 mg nicotine
as per regulations, FTC Report Apr. '76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.



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